



U.S. ENVIRONMENTAL PROTECTION AGENCY  
ENERGY STAR® Program  
Washington, DC 20460

## Guidelines for Proper Use of the ENERGY STAR® Name and International Logo

### for the ENERGY STAR Label for Buildings Program

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The ENERGY STAR® Name and International ENERGY STAR Logo, “the Logo” (figure #1) are registered marks of the EPA. As such, the Name and Logo may only be used in accordance with the following guidelines and letter of agreement signed by Sponsors of buildings awarded the ENERGY STAR Label for Buildings. **Please distribute these guidelines to those who will be responsible for preparing ENERGY STAR materials on your behalf.**

ENERGY STAR Logo  
Figure #1



EPA oversees proper use of the ENERGY STAR Name and Logo. This includes monitoring the use of the marks in the marketplace, and directly contacting those organizations that are using them improperly or without authorization. Consequences of misusing the marks may include the revocation of EPA's permission to use the marks and revocation of the ENERGY STAR Label for Buildings.

### I. INTRODUCTION

The ENERGY STAR Name may be used for **general educational purposes**. The Name may be displayed when describing the ENERGY STAR program, such as in a special educational brochure, newsletter, annual report, or other article that provides the details of the program and the program's requirements. (See Section II below for more information.)

The Logo may be used as a **building label** to designate specific buildings that meet the specifications contained in the ENERGY STAR Label for Buildings Letter of Agreement. (See Section III below for more information.)

## **II. GENERAL EDUCATIONAL USE OF THE ENERGY STAR NAME**

Organizations are allowed to include the ENERGY STAR Name in general educational or informational materials that discuss the ENERGY STAR Label for Buildings program. This includes utility bill stuffers, promotional material, brochures, newsletters, annual reports, speeches, posters, advertisements, articles, product sales materials and packaging, Internet/world wide web documents and other materials in print or electronic media etc.

## **III. USE OF LOGO AS A CERTIFICATION MARK**

### **A. Using the Logo as a Building Label**

*The Logo is a certification mark and may only be used to certify specific buildings that have been determined to meet the ENERGY STAR program specifications.* For those specific buildings, the Logo may be used directly on the building through the EPA provided plaque. In order to maintain the integrity of the Logo, and the credibility of the ENERGY STAR programs, it is imperative that this basic rule not be broken.

Only Sponsors of ENERGY STAR Buildings may use the Logo in connection with a labeled building. Whenever the logo is used in connection with a labeled building, the Logo must be accompanied by the year of certification. Each ENERGY STAR Label for Buildings Sponsor has signed a letter of agreement making it responsible for the proper use of the Logo. This includes its own use of the Logo, as well as use by its authorized representatives, e.g., building owners, management companies, ad agencies, real estate agents, etc. Therefore, the Sponsor should make available these Logo use guidelines to any party that would be preparing materials on the building's behalf.

### **B. Using the Logo when Explaining its Certification Purpose**

The only time the Logo may be used without making reference to a specific building is when it is used to inform the public of the certification purpose of the mark. For example, a Sponsor or its authorized representatives may include a statement stating, "Look for the (Logo) on our buildings. This means that the building meets the ENERGY STAR guidelines for energy efficiency." Similar statements include, "The Mark of Excellence in Energy Performance" or "Awarded to buildings that meet the energy-efficiency guidelines set by the EPA." In addition, under no circumstances shall the Name or Logo be used in a manner that would imply EPA endorsement of the company, its buildings, or its product and services.

### C. Logo Disclaimer Statement

When the Logo is used by a Sponsor or its authorized representative in connection with the building or its advertising, it shall always be accompanied by the following statement: "As the Sponsor of this ENERGY STAR® Building, (*your company name*) has determined that this building meets the ENERGY STAR® guidelines for energy efficiency." The disclaimer statement must accompany the Logo, but it does not have to appear side-by-side; the phrase may be placed where normal explanatory information is found. For example:

- Print advertisements or posters: The disclaimer statement may be placed with other standard trademark and registration information at the bottom of the advertisement where other companies' products or services are recognized
- On brochures and manuals, the phrase must appear with the first use and/or in the front section with the recognition of other trademarks.
- As a general rule, the type must be visible -- at a minimum, 2.5 point type size.

### IV. REPRODUCTION OF THE LOGO:

The Logo is available in color and in black and white on disk in two graphic formats: **.EPS (Encapsulated Postscript)** and **.BMP (Bitmap)**. These files are for distribution to your customer graphics department. The .EPS version can be used on both PC and Mac computers. (.TIF format is also available upon request.)

The Logo shall not be altered, cut apart, or separated in any way. Following are more detailed guidelines:

- The Logo may be resized, but please maintain the same proportions.
- The colors of the 4-color Logo must be reproduced faithfully (4-color process).
- The 4-color Logo may be reproduced in black and white shading.
- The simplified outline or "line art" Logo may be reproduced in the following manner:
  - black or white on solid colors
  - one-color version in the color of your choice
  - two-color version, with colors from the 4-color version, e.g., blue and yellow, green and blue, yellow and blue.

## V. REGISTERED MARK

As noted above, the ENERGY STAR Name and Logo are registered marks of the EPA. When using the ENERGY STAR Name or Logo in communications and marketing materials, you must adhere to the following:

- When referring to the ENERGY STAR Label for Buildings program or its labeled buildings, the ENERGY STAR Name must always be expressed in capital letters. It is also appropriate to use a slightly larger point size for the first letter of each word, e.g., twelve point for the E and S, and ten point for the other letters — ENERGY STAR.
- The registered status of the marks must be indicated by including the registered symbol (®) *each time* the ENERGY STAR Name or Logo appears in a brochure, advertisement, poster, etc. (i.e., ENERGY STAR®). (Please note that in *EPA-developed* materials where the phrase ENERGY STAR is used repeatedly, such as the Logo use guidelines, the registered symbol will only appear once so as not to distract the reader.)

-AND-

The registered mark statement "ENERGY STAR is a U.S. registered mark" may also be used in addition to the above to indicate the registered status of the mark. Similar to the disclaimer statement, the registered mark statement may be placed where normal explanatory information is found (e.g., at the bottom of an advertisement or poster, at the bottom of the relevant page in a manual or brochure).

## VI. OTHER ENERGY STAR LOGOS (NOT FOR USE WITH ENERGY STAR LABELED BUILDINGS)

The Logo is the *only* logo that Sponsors and their authorized representatives should use in connection with their certified buildings. This version of the Logo contains EPA and DOE acronyms. Please call EPA if you need a diskette copy of the Logo mailed to you.

It is likely that you have seen other versions of the Logo in the marketplace. These logos are either obsolete or are for use with other ENERGY STAR programs. ***Please do NOT use the following logos.***

**OBSOLETE LOGO**

Figure #2



**LOGO FOR USE BY PARTICIPANTS IN OTHER PROGRAMS (OFFICE EQUIPMENT, LIGHTING PRODUCTS, ETC.)**

Figure #3



**VII. ADDITIONAL QUESTIONS REGARDING THE USE OF THE LOGO**

ENERGY STAR Hotline

In the U.S. call toll-free: 1-888-STAR-YES (1-888-782-7937)

Outside of the U.S. call: 202 775-6650

Fax: 202 775-6680

ENERGY STAR Internet Web Site:

[www.energystar.gov](http://www.energystar.gov)